

# Weiwei Bei (BEI Weiwei)

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## Profile

Singaporean self-media creator and M.Sc. student at NTU (Communication/Media). Strong in visual storytelling, short-form video, and audience insights. Undergraduate at CUHK with a one-semester exchange at the University of Melbourne. Enjoys **tennis**; member of Lowlands Tennis and Social Club.

## Education

<b>MSc (Communication)</b>	<b>Nanyang Technological University (NTU)</b> , Singapore	Aug 2024 – Present
	<ul style="list-style-type: none"><li>• <b>Trimester 1:</b> Joined NTU Student Union Executive Committee; handled logistics &amp; venue booking for student events.</li><li>• <b>Trimester 2:</b> Approved short Leave of Absence to undertake a full-time internship at Grant Thornton Singapore (one trimester + winter break).</li><li>• <b>Trimester 3:</b> Currently commencing courses; focus on platform communication, audience analytics, and visual storytelling.</li><li>• Coursework (selected): Media Analytics, Visual Communication, Advanced Video Editing, Strategic Communication.</li></ul>	
<b>BA (Journalism &amp; Communication)</b>	<b>The Chinese University of Hong Kong (CUHK)</b> , Hong Kong	Sep 2020 – Jun 2024
	<ul style="list-style-type: none"><li>• <b>Exchange:</b> University of Melbourne, Australia — one semester in Year 3.</li><li>• <b>Scholarship:</b> The S.L. Pao Education Foundation Scholarship (2024/25).</li><li>• Activities: Campus media reporting &amp; hosting; photography projects across Hong Kong districts.</li></ul>	

## Experience

<b>Grant Thornton Singapore LLP — Intern (full-time during LoA)</b>	Singapore
<ul style="list-style-type: none"><li>• Assisted engagement teams with working papers, sampling, and vouching; prepared schedules in Excel and reconciled variances.</li><li>• Supported client meetings: took minutes, tracked deliverables, and coordinated document requests; improved turnaround time for evidence collection.</li><li>• Co-drafted process notes for onboarding interns; standardized file naming and checklist use.</li></ul>	Jan 2025 – Apr 2025 & Summer 2025
<b>Self-Media Content Creator — Photography &amp; Lifestyle</b>	Singapore / Hong Kong
<ul style="list-style-type: none"><li>• Produced 300+ photo/video posts across platforms; cumulative ~6M views; average engagement ~12%.</li><li>• Planned shoots, color graded in Lightroom/Photoshop; edited in Premiere Pro/Final Cut; maintained weekly cadence.</li><li>• Collaborated with travel/education/consumer brands; delivered briefs, content calendars, and post-campaign analytics.</li></ul>	Dec 2021 – Present
<b>NTU Student Union — Executive Committee (Logistics)</b>	Singapore
<ul style="list-style-type: none"><li>• Managed venue booking, vendor coordination, and on-site logistics for student events (50–300 attendees).</li><li>• Built reusable checklists for equipment allocation &amp; safety; reduced setup time</li></ul>	Aug 2024 – Nov 2024

by ~20%.

## Selected Projects

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### “Crossroads” Short Video Series

2024

- Storytelling on study-abroad and cultural adaptation; scripted, shot, and edited 10 episodes; ~200k total views.

### City Lines — Photo Essay (Hong Kong & Melbourne)

2023

- Street/commuter photography; campus showcase at CUHK; explored color theory and composition under varying light.

## Awards & Certifications

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**The S.L. Pao Education Foundation Scholarship (2024/25)** — CUHK | Putonghua Proficiency Level 1-B | Dean’s List

## Skills & Tools

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**Editing/Design:** Adobe Lightroom, Photoshop, Premiere Pro, After Effects; Final Cut Pro; DaVinci Resolve (basic); Audition; InDesign.

**Analytics/Workflow:** Social metrics tracking, UTM tagging, spreadsheet dashboards, basic Python/CSV processing.

**Languages:** Mandarin (native), English (professional working proficiency), Cantonese (conversational).

## Activities & Interests

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**Lowlands Tennis and Social Club** (Member) — Eastcote, Middlesex HA5 1TU; lowlandsclub.com. Social & doubles sessions; occasional friendly fixtures.

**Interests:** Tennis; Street & Portrait Photography; Travel journaling; Event hosting.